

Job Purpose:

The purpose of the position is to:

- provide internal and external communications, research and advocacy materials, tools, strategies, and activities in association with the Chief Executive Officer and other secretariat staff;
- develop, manage and coordinate advocacy activities including political/parliamentary liaison;
- develop and deliver research, policy and public information and communications material, content, tools and activities; and
- Advise and support the Chief Executive Officer in strategic communications and advocacy activity.

Reports to: The position reports to the Chief Executive Officer

Direct reports: There are no direct reports to this position

Key Duties:	Specific Accountabilities:
Corporate Strategy and Messaging	<ul style="list-style-type: none"> • Develop and produce the organisation’s corporate strategy in association with the Chief Executive Officer. • Develop the organisation’s messaging in line with the corporate strategy and portfolio leads to meet the organisation’s values, mission and mandate. • Act as a spokesperson for CropLife Australia when the Chief Executive Officer is unavailable or whenever appropriate.
Government and Stakeholder Relations:	<ul style="list-style-type: none"> • Coordinate and manage government and parliamentary engagement activity. • Support the Chief Executive Officer with general government relations and key stakeholder management activities. • Lead the organisation’s government and parliamentary engagement activity at the Federal, state and territory, and local levels of government. • Lead the organisation’s engagement with industry stakeholders. • Develop broader networks to the benefit of CropLife Australia. • Support the Chief Executive Officer with general government relations and key stakeholder management activities. • Manage, when necessary, the engagement of any external contractors.
Advocacy Strategy	<ul style="list-style-type: none"> • Develop campaign and advocacy strategies including, as required, consulting with CropLife Australia members, staff and external stakeholders. • Monitor, evaluate and report on advocacy activities against agreed plans. • Support the Chief Executive Officer with general government relations and key stakeholder management activities. • Develop advocacy strategies and campaigns, in consultation with colleagues, members and external stakeholders where required. • Proactively monitor, evaluate and report on advocacy activities and adapt accordingly. • Support the Chief Executive Officer in broader advocacy activities. • Build the reputation of CropLife Australia and the plant science industry more broadly.

<p>Issues Management</p>	<ul style="list-style-type: none"> • Monitor, analyse and report on CropLife focus areas, as well as those where CropLife has an active campaign and, working with the Chief Executive Officer and other staff, ensure that CropLife's messages and strategy respond appropriately • Coordinate research, surveys and activities in support of CropLife's focus areas; • Monitor, analyse and report on developments in respect to the relevant campaigns of activists and other interest groups in relevant areas for the plant science industry • Prepare research papers and other materials on relevant public policy, regulatory and legal issues relevant to the plant science industry • Proactively monitor, analyse and report on areas of strategic focus for CropLife and ensure that CropLife's messages and strategy respond appropriately. • Coordinate research, surveys and focus groups in line with CropLife's areas of strategic focus. • Proactively monitor, analyse and report on developments in respect to the relevant campaigns of activists and other interest groups in relevant areas for the plant science industry. • Assist the CropLife policy leads to prepare research papers and other materials on relevant public policy, regulatory and legal issues relevant to the plant science industry.
<p>Communications:</p>	<ul style="list-style-type: none"> • Support the Director of Media and Communications in delivering the organisation's media and communications strategy.
<p>Writing:</p>	<ul style="list-style-type: none"> • Produce a wide range of written material, with input from relevant CropLife staff, including: • Member alerts, industry and external newsletters, media releases, fact sheets, publications, speeches and reports; and • Advocacy materials, including but not limited to web pieces, publications, media releases, briefing notes, opinion pieces and communication tools.
<p>CropLife events:</p>	<ul style="list-style-type: none"> • Lead, manage and support CropLife events and, when necessary, manage the involvement of any external event organisers that may be engaged by CropLife to organise such events.

<p>Attributes:</p>	<ul style="list-style-type: none"> • Extremely well-developed oral and written communication skills. • Ability to work independently and network effectively with a wide range of people and stakeholders across Australia and internationally. • Well-organised, able to multi-task and deal with multiple competing priorities. • Be a cooperative and constructive member of a small, multi-disciplinary team at CropLife Australia. • Good strategic, analytical and influencing skills. • Ability to build good relationships at all levels and to be able to advise, influence and coach. • Proactive, self-motivating, decisive, high-level of crisis tolerance. • Good team player, strong interpersonal skills, attention to detail and ability to find win-win solutions. • Ability to serve as a conduit in the display of information between the communication team and senior management, other staff, member company employees and international colleagues. • Flexibility in a fast-paced organisation. • Ability to frequently measure the effectiveness of ongoing programs and adapt accordingly. • Be a strategic thinker. • Exceptional verbal and written communication skills including the ability to synthesize complex information and present it simply. • Ability to deliver as a public spokesperson. • Ability to work both collaboratively and independently with ability to find win-win solutions. • Knowledge of the Australian political landscape at Federal, state and territory, and local government levels. • Strong interpersonal skills and the proven ability to build good relationships. • Ability to measure the effectiveness of activities and adapt accordingly. • Proactive, self-motivating and decisive with a high-level of crisis tolerance. • Be well-organised, able to multi-task and deal with multiple competing priorities. • Be a cooperative and constructive member of a small, multi-disciplinary team. • Exceptional level of attention to detail. • Flexibility in a fast-paced organisation.
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Travel: - The role requires domestic travel and occasionally international travel.

Other Duties: Any other duty as may from time to time be requested by the Chief Executive Officer in support of the organisation’s strategic operations plan.

Key Strategic Business Contacts for the Position:

Internal: Chief Executive Officer, CropLife Committees, CropLife Members, Secretariat Staff, communication officers throughout the CropLife International network, Agsafe, AgStewardship Australia, Agricultural Biotechnology Council of Australia staff.

External: Communications and policy officers in associated industry and farmer groups and key stakeholder and strategic partner organisations; external services providers as required
Federal and state parliamentarians and staff

Budget Control: Responsible in cooperation with the Chief Executive Officer for the agreed corporate affairs project budgets
